

FACEBOOK IS THE ONE OF THE LARGEST SOCIAL NETWORK IN THE WORLD

Tsegelnikova D.M., *student E-72*

Facebook is now considered a very large social network in the world, the number of users as of November 2010 degree reached almost 600 million.

In addition, Facebook today is the best example of successful company of the XXI century.

History of Facebook started from the fact that Harvard university student Mark Zuckerberg broke university database and created a site Facemash, where pairs derived photo students, and proposed to evaluate which of them looks more attractive. After a while Mark launched the social network Facebook.

Thanks to the Facebook people can keep in touch with their friends. Previously, the society had no such opportunity, but now to the general joy, things are different. Communication between people is not limited to simple correspondence. With Facebook you can see how a person live, looking at his photos, notes, videos and other.

But not just ordinary people use the brainchild of Mark Zuckerberg. Many companies are looking for new recruits on Facebook, as well as communicate with clients.

The authority of Facebook among students seriously raised the fact that the site was created by the same students: Mark Zuckerberg, Dustin Moskowitz and Chris Hughes. Mark Zuckerberg launched Facebook in the beginning of 2004 year.

Facebook started their development in the investors' money, and the first investor was Peter Thiel , the famous founder of the electronic payment system PayPal.

Today in Facebook works about 230 sponsor groups, which bring the project \$ 23 million per month. Among the companies that have organized their sponsoring groups can be identified such as Apple, Nike, Victoria's Secret.

Facebook continues to grow and expand; the number of users exceeded 20 million per month. This makes Facebook one of the largest social network in the world. Many countries have long benefited from copies of the social system, and the most famous clone of the Russian-speaking segment of the Internet is a social network V Kontakte.

Gladchenko O.R., El adviser